

Overview of the Economic Census and Other Economic Programs

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Overview

- What economic programs does the Census Bureau conduct?
- What data do these programs offer and what businesses are covered?
- Why does Census produce these data?
- How does Census produce these data?
- Where can data users find the data?

What Economic Programs Does the Census Bureau Conduct?

The Economic Census

- Every 5 years, on the years ending in “2” and “7”

Economic Surveys and Other Programs

- Annual (i.e. *County Business Patterns*)
- Quarterly (i.e. *Quarterly Financial Report*)
- Monthly (i.e. *Economic Indicators*)

What Data Do These Programs Offer?

Economic Census

- Over 150 unique industry statistics, including the number of businesses, employment, annual payroll, and sales
- National and state-level data for all covered sectors
- Metro, county, place, and ZIP Code for selected sectors
- 2- thru 6-digit NAICS codes
- 18 of the 20 NAICS sectors covered; excluded:
 - Agriculture (covered by USDA/NASS)
 - Governments (covered by Census of Governments)



What Data Do These Programs Offer?

(cont.)

A Sidebar... the North American Industry Classification System (NAICS)

- Launched in 1997 as part of NAFTA
- Updated every 5 years
- Hierarchical

<i>Level</i>	<i>Example</i>	
Sector	51	Information
Sub-Sector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

What Data Do These Programs Offer? (cont.)

Economic Surveys and Other Programs

- Selected industry statistics (vary by program)
 - *County Business Patterns* – number of establishments, employment, & payroll
 - *Monthly Retail Trade* – sales & inventories
- Primarily national-level data
 - State, metro, county, and ZIP Code-level data for selected programs
- 2- thru 4-digit NAICS for most; 2- thru 6-digit for selected

What Data Do These Programs Offer?

(cont.)

Economic Surveys and Other Programs (cont.)

- Industry statistics by Race, Ethnicity, Gender, and Veteran Status available from the *Survey of Business Owners*

Geographic Area Name	2007 NAICS code	Meaning of 2007 NAICS code	Meaning of Gender code	Meaning of Ethnicity code	Meaning of Race code	Footnote identifier	All firms (number)	Receipts (\$1,000)	Employer firms (number)	Employer receipts (\$1,000)	Employees (number)	Annual payroll (\$1,000)	Nonemployer firms (number)	Nonemployer receipts (\$1,000)
Anne Arundel County, MD	44-45	Retail trade	All firms	All firms	All firms		5,366	9,199,109	1,469	9,046,733	31,094	782,146	3,897	152,376
Anne Arundel County, MD	44-45	Retail trade	All firms	All firms	Black or African American		353	15,862	S	S	S	S	333	4,302
Anne Arundel County, MD	44-45	Retail trade	All firms	All firms	Asian		304	416,580	142	406,264	540	9,999	163	10,316
Anne Arundel County, MD	44-45	Retail trade	All firms	All firms	All firms classifiable by gender, ethnicity, race, and veteran status		5,037	3,752,780	1,153	3,604,205	11,862	352,425	3,884	148,575
Anne Arundel County, MD	44-45	Retail trade	All firms	All firms	Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status		329	5,446,329	316	5,442,529	19,232	429,720	S	S
Anne Arundel County, MD	44-45	Retail trade	All firms	Hispanic	All firms		S	S	S	S	S	S	S	S
Anne Arundel County, MD	44-45	Retail trade	All firms	Non-Hispanic	All firms		(r)4,964	(r)3,733,483	(r)1,122	(r)3,587,493	(r)11,789	(r)351,041	3,841	145,990
Anne Arundel County, MD	44-45	Retail trade	Female-owned	All firms	All firms		2,089	236,859	176	203,367	996	21,589	1,912	33,493
Anne Arundel County, MD	44-45	Retail trade	Male-owned	All firms	All firms		(r)1,927	(r)3,109,049	(r)659	(r)3,017,677	(r)8,857	(r)287,723	(r)1,268	(r)91,371
Anne Arundel County, MD	44-45	Retail trade	Equally male-/female-owned	All firms	All firms		(r)1,021	(r)406,872	318	383,161	2,010	43,113	S	S

What Types of Businesses Do These Programs Cover?

Employer Establishments

- Businesses with 1+ employees (file IRS form 941)
- Covered by the Economic Census and most of the other economic programs

Nonemployer Establishments

- Businesses with no paid employees (independent contractors) (usually File IRS form 1040 Schedule C)
- Make up **75%** of all businesses in the US but **< 4%** of receipts/revenue
- Covered by the *Nonemployer Statistics* program only

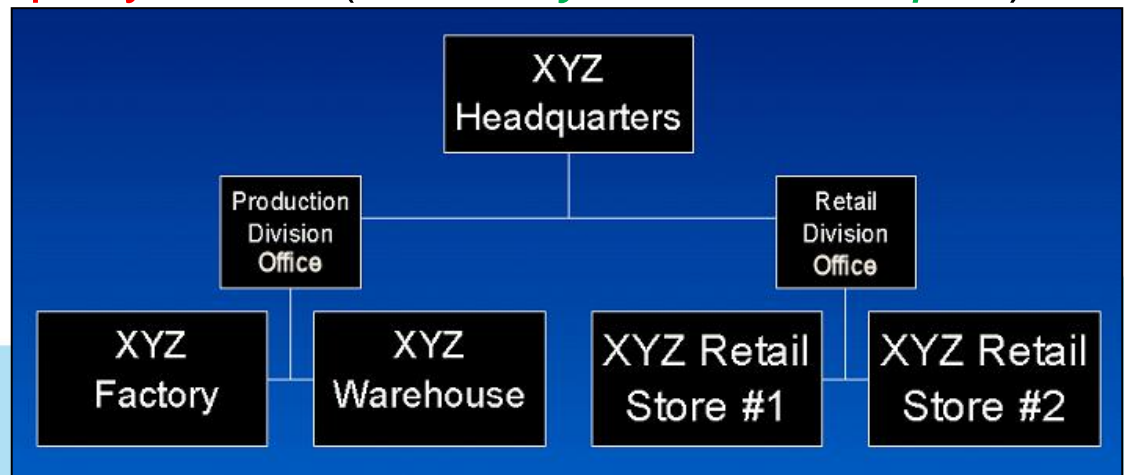
Establishments vs. Companies

- **Establishment** - A store, warehouse, factory, or other type of business at a single physical location
- **Company** (or firm) – One or more establishments under common ownership or control

For most economic programs, data are collected from the **Establishments** of a company

- Gives most accurate data & detailed levels of industry & geography

Few programs are **Company**-based (*Quarterly Financial Report*)



Why Does Census Produce These Data?

Legal Mandate

The Economic Census is required by law under United States Code, Title 13

- Authorizes the Census Bureau to conduct a quinquennial economic census
- Also protects confidentiality of individual companies
- Annual and other programs are voluntary or are published from data from administrative sources

Legal Mandate (cont.)

Privacy and the United States Code, Title 13

- Prohibits the Census Bureau from releasing any data that would disclose the identity of individual **companies**
 - Results in suppression of data in published tables
 - Establishment counts and employment ranges shown

Geographic Area Name	2007 NAICS code	Meaning of 2007 NAICS code	Number of employer establishments	Employer sales, shipments, receipts, revenue, or business done (\$1,000)	Annual payroll (\$1,000)	Number of paid employees for pay period including March 12	Number of nonemployer establishments	Nonemployer sales, shipments, receipts, revenue, or business done (\$1,000)
Anne Arundel County, MD	441	Motor vehicle and parts dealers	223	2,118,846	176,179	4,747	291	42,181
Anne Arundel County, MD	44111	New car dealers	38	1,579,686	115,721	2,886	N	N
Anne Arundel County, MD	44112	Used car dealers	36	133,837	10,797	307	129	25,670
Anne Arundel County, MD	44121	Recreational vehicle dealers	3	D	D	b	D	D
Anne Arundel County, MD	44122	Motorcycle, boat, and other motor vehicle dealers	81	D	D	f	110	12,569
Anne Arundel County, MD	44131	Automotive parts and accessories stores	42	57,747	9,295	401	N	N
Anne Arundel County, MD	44132	Tire dealers	23	37,852	9,484	294	N	N

Why does Census produce these data?

Data Users!

Public Sector Uses

- Benchmark for other statistics and surveys (Census and other agencies)
- Track economic change
- Attract new businesses & assist business development

Private Sector Uses

- Study your industry
- Better understand business markets
- Evaluate investments



How Does Census Produce These Data?

For the 2007 Economic Census


- 4.7 million establishments mailed one of over 500 unique forms (tailored to specific industry)
 - All large & mid-size employers
 - Sample of small employers
- Electronic response also offered for larger companies
- Non-response and non-mailed cases imputed using administrative data (IRS)
- 93% response rate for largest companies, 86% overall

How Does Census Produce These Data?

For the Economic Surveys and Other Programs

- Statistical random sample used for most programs
- Administrative data used for *County Business Patterns* and *Nonemployer Statistics*
- Electronic response also offered
- Non-response and non-mailed cases imputed using administrative data (IRS)
- Lower response rates in comparison to Census (measures of reliability published)


Where Can Data Users Find the Data?

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Service Annual Survey

The latest findings from the 2010 Service Annual Survey release were provided at a recent webinar. The findings reviewed select service sectors in light of the recession.

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U.S. Census Bureau Economic Indicators

Manufacturers' Goods December 2011 Report <i>Released 10:00 AM EST, 2/3/12</i>	\$466.2 B New Orders	1.1%	
Construction Spending December 2011 Report <i>Released 10:00 AM EST, 2/1/12</i>	\$816.4 B	1.5%	
Homeownership Rate 4th Quarter 2011 Report <i>Released 10:00 AM EST, 1/31/12</i>	66.0%	0.3%PTS	
New Residential Sales December 2011 Report <i>Released 10:00 AM EST, 1/26/12</i>	307,000 Single-family houses	-2.2%	

* change not statistically significant

QuickFacts

Quick, easy access to facts about people, business, and geography.

To begin, select a state from this list or [use the map](#).

Select a state to begin

Interactive Map

Use this map to explore Census data through a mashup of population and economic data.

Census News

Census Bureau Reports Post-Recession Growth in 10 of 11 Service Sectors

Thursday, February 02, 2012

The U.S. Census Bureau today released its 2010 Service Annual Survey, which shows that of the nation's 11 ... [Read More](#)

Media Advisory -- Census Bureau Webinar to Discuss Service Annual Survey Release

Thursday, February 02, 2012

What: The U.S. Census Bureau will hold a webinar on Feb. 2 to provide the media with noteworthy ... [Read More](#)

We changed our homepage
Tell us what you think

Stat of the Day

School Enrollment

As of October 2010, 26.9 percent of the population 3 years and older are enrolled in school.

Where Can Data Users Find the Data?

Economic Indicators

- Accessed by clicking on [Economic Indicators](#) link off Census.gov
- Data released in Press Releases, MS Excel spreadsheets (including historical data), and in new Database system
- Release calendar available on menu bar at top of page

U.S. Census Bureau

Economic Indicators

Main | Economic Indicator Calendar | Census Bureau Economic Programs

Select an indicator
View all

GET EMAIL UPDATES XML RSS Feed - What's this?

Manufacturers' Shipments, Inventories, and Orders

CHART XML RSS Feed GET EMAIL UPDATES

New orders for manufactured goods in December increased \$5.3 billion or 1.1 percent to \$466.2 billion.

Current Press Release: PDF XLS	Archived Releases - 1992 - present Historic Time Series - <ul style="list-style-type: none">1992 - present (NAICS)1958 - 2001 (SIC)Search Database	Released: February 3, 2012 Next release: March 5, 2012 Frequency: Monthly Program Overview	Current 1.1 % change December 2011	Previous 2.2 % change November 2011
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Where Can Data Users Find the Data?

Economic Programs

- Accessed by clicking on [Business](#) link off Census.gov
- Includes program links plus selected data in HTML tables and other formats

U.S. Census Bureau

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Business & Industry

You are here: [Census.gov](#) > [Business & Industry](#) > Data by Geography

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Are You in a Survey?

- Is this form legitimate?
- Get help with your form

Data by Sector:

- Economy-Wide
- Construction
- Governments
- International Trade
- Manufacturing
- Retail Trade
- Services
- Wholesale Trade
- Other Sectors

Special Topics:

- Business Expenses
- Capital Expenditures
- Concentration
- E-Commerce
- Economic Studies
- North American Industry

Select data set by geography

Industry Search: [Go!](#)

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Programs with data for states	Latest data	
Economic Census	2007	Sales, employment, payroll for establishments
Survey of Business Owners	2007	Sales, employment, payroll for firms by sex and ethnicity of owner
Statistics of U.S. Businesses	2007	Employment and payroll for firms by employment size
Statistics of U.S. Businesses	2007	Births, deaths, expansions, contractions for establishments
County Business Patterns	2008	Employment and payroll for establishments; employment size
Nonemployer Statistics	2008	Receipts for establishments with no paid employees
Business Dynamics Statistics	2005	Age of enterprise, births and deaths for firms by employment size
Local Employment Dynamics	2009	Quarterly employment, job creation, earnings by age, sex & sector
Annual Survey of Manufactures	2009	Value of shipments, employment, payroll for manufacturers
Commodity Flow Survey	2007	Movement of shipments from selected industries
Building Permits	2010	Number of housing units authorized by building permits by size
Governments	2007	Federal, state, and local governments and governmental activities
Foreign Trade: State Exports	2009	Goods exported by state of origin

All other business and industry data are published only at the national level

Where Can Data Users Find the Data?

Economic Census & Surveys

Now available in the *New American FactFinder*

The screenshot shows the American FactFinder website. At the top is the U.S. Census Bureau logo and the 'FactFinder' title. A navigation bar includes links for 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. There are also links for 'Feedback', 'FAQs', 'Glossary', and 'Help', along with language options for 'English' and 'Español'. The main content area is divided into several sections. On the left, under 'Your Selections', it says 'Your Selections' is empty. Below this are search filters for 'Topics', 'Geographies', 'Race and Ethnic Groups', and 'Industry Codes'. The 'Quick Start' section in the center has a search box with a 'GO' button and radio buttons for 'topics', 'race/ancestry', and 'industries'. To the right, the 'U.S. Population Clock' shows the time as 16:02 UTC (EST+5) Feb 06, 2012, and the population as 312,972,780. Below that is the 'Reference Maps' section with a dropdown for 'United States' and a 'GO' button. At the bottom right is the 'Address Search' section with a map icon and a prompt to find census data by entering a street address. The 'News and Notes' section on the left contains two articles: one dated Jan 12, 2012, and another dated Dec 15, 2011, both about the release of Summary File 2 data.

U.S. Census Bureau

AMERICAN FactFinder

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Your Selections

Your Selections is empty

Search using the options below:

Topics (age, income, year, dataset, ...)

Geographies (states, counties, places, ...)

Race and Ethnic Groups (race, ancestry, tribe)

Industry Codes (NAICS industry, ...)

Getting Detailed Data

The following data are available on American FactFinder:

- Decennial Census
Taken every 10 years to collect information about the people and housing of the United States
- American Community Survey
An ongoing survey that provides data about your community every

Your source for population, housing, economic, and geographic information

Quick Start

Enter search term(s) and click 'GO' ?

topic or table name state, county or place (optional)

GO

topics race/ancestry industries

Or use the options on the left to begin your search

U.S. Population Clock

16:02 UTC (EST+5) Feb 06, 2012

312,972,780

more population clocks »

Reference Maps

Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.

United States GO

Address Search

Find Census data by entering a street address.

News and Notes

GET EMAIL UPDATES

Jan 12, 2012

The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. States that have been released are: NV, NM, CT, and DC. SF 2 provides detailed data on age, sex, households, families, the group quarters population, and occupied housing units for up to 331 race, Hispanic or Latino origin, and tribal population groups. Presentation of SF 2 tables for a population group is subject to a threshold of 100 or more people of a particular group in a particular geographic area. [more »](#)

Dec 15, 2011

The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. States that have been released are: NV and NM. SF 2 provides detailed data on age, sex,

Contact Information

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